

A NATION-WIDE CHAIN OF DEPARTMENT STORES

J.C. PENNEY CO.

A NATION-WIDE INSTITUTION

NO FRILLS! QUALITY GOODS AT LOW PRICES.

"where savings are greatest"
160 N. Liberty

Springtime Apparel

For the Feminine Members of the Family
Coats - Frocks - Millinery - Shoes - Accessories

Select A Suit

With Smart Hip-Length Jacket



Early Spring days bring the suit into prominence.
Bound Pockets and Edges
Neatly tailored—single or double breasted styles.

\$14.75 to \$24.75

Our Selling Policy Is This:

We hold no so-called sales of any kind nor do we name comparative prices of any kind. Goods are always sold at the lowest possible prices consistent with prevailing market conditions, and when the price of some article is marked down to its replacement value, the former price is never mentioned. We aim to give the same fair, square treatment to you every day.

J.C. Penney Co.

Spring Gloves

Are of Fabric—With Fancy Cuffs



Fresh gloves are as necessary as clean hands this season! Fabric is most popular because it looks so well and is washed so easily. Fancy cuffs in many patterns.

79c and 98c

A New Handbag?

See Our Selection



Tailored bags and novelty bags combining two leathers. Select one to match your costume.

\$1.98

Spring Hats

For Girls



New ones are coming in every day—be sure to see them.

98c to \$2.98

Beauty Aids!

"Jaciel" Face Creams

The regular use of a fine cold cream and vanishing cream is your assurance of a youthful complexion. "Jaciel" is absolutely pure.

2 ounce jar... 29c
4 ounce jar... 49c

Coats Interpret Spring Modes

In a Variety of Charming, Clever Models

The Spring parade will be a distinctive showing of many types of coats. Straight lines predominate but they are varied with intricate trimmings.

\$14.75 to \$39.75

Fur Trimmed—Tailored

Simply tailored sport coats of tweed and novelties and dress coats trimmed with fur and contrasting inserts are included.

The Fabrics Are Varied Enough for Every Need

Tweed, twill, kasha, broadcloth finishes and novelty silks fashion coats to fill every need of the season.



Solid Perfume

"Jaciel" A tiny silver-finish case to carry with you.
49c

Rayon Bloomers

In Misses' Sizes Elastic waist and knee—so practical for girls!
49c

Misses' Vests

Tailored Built-up shoulder strap style—fine rayon.
49c

Frocks in Smart Ways

Appear for Spring Days



We know that spring isn't "far behind" because the gay new frocks for Spring have come! They are different, they are varied—absolutely charming and alluring.

Styles and Colors—Interestingly Varied

There is a tendency to more feminine lines with rippling drapes and jabots—but always with a smart simplicity. High shades and black share honors.

\$9.90 and \$14.75

Spring Coat Styles for Girls

Are Varied, Attractive and Inexpensive



Easter is a happy shopping time for girls—especially as mothers know about the very smart coats that can be found here at surprisingly low prices. The styles are adorable—and of every type girls need.

Sizes 2 to 16

\$4.98 to \$12.75

Rayon Lingerie

In Practical Tailored Styles

The kind of neatly fitting undergarments that women and misses demand.

Practical Delight!

Pastel shades of fine quality rayon fashion ideal lingerie.

Chemise, 98c
Bloomers, 98c



Sophistication—Distinction

Characterize the New Hats For Spring



Simplicity in styling is the secret of their smartness—sometimes fancy stitching trims them and on others a pin or small ornament is enough.

1.98 to 4.98

Many, many styles for miss and matron—in a range of head sizes—await an opportunity to complete your Spring ensemble. Felt, silk and straw for your selection.

Woman's Tie

Combination Last



If shoes rub your heels, try a combination last, such as this Tie in black kid or Patent.

\$5.90



APPRECIATION

The THRIFT GROCERS wish to thank the people of Salem and surrounding territory for the welcome accorded them at the opening of their New Store in Salem last Saturday. It was impossible for us to handle the enormous crowds in the proper manner but we wish to assure our many friends of an attentive, courteous service in the future. Our appreciation of the spontaneous recognition we received in this community, will be further evidenced by the Real Values in Foodstuffs we offer at all times.

SPECIAL THRIFT OFFERINGS FOR FRI. AND SAT. MARCH 9th AND 10th

ROYAL Baking Powder 12 oz. Can 39c	VAN CAMP'S Pork and Beans 6 Medium Tins 49c	SWANSDOWN Cake Flour Large Pkg. 35c
CASCADE Pure Lard 4 lb. Pail 65c 8 lb. Pail \$1.25	ORANGES Juicy St. Michael's These Are the Original "Juice" Oranges Sold by the Pail Large Pail Full About 3 Doz. Oranges 49c <small>(Price Does Not Include Pail)</small>	CRACKERS Fresh Stock HONEY GRAHAMS OR SNOWFLAKES Family Carton 33c
Strained Honey 5 lb. Pail 79c	PILLSBURY'S Pancake Flour Large 3 1/2 lb. Pkg. 43c	PERFECTION SODAS 3 lb. Caddy 33c
BUFFALO BRAND MATCHES 6 Boxes 15c	Convoy Flour Sold on a Money Back Guarantee. Idaho Hard-wheat Blend 49 lb. Bag \$1.79 Barrel\$7.15	Peanut Butter Made from Fresh, Clean nuts, 2 lbs. 35c
THOMPSON'S Malted Milk Chocolate Flavored with Shaker Free 1 lb. Tin 57c	POTATOES Fine Deschutes Gems We still have a limited supply of these fine potatoes packed in 50 lb. bags To Sell at 69c	WRIGHT'S SILVER CREAM POLISH Large Jar 25c
PREFERRED STOCK COFFEE A High Quality Coffee Under A Quality Brand 1 lb. Vacuum Tin 50c	Argo Starch CORN OR GLOSS 1 lb. Pkgs, 3 Pkgs. 25c	Puritan Malt Bohemian Hop Flavored We will redeem coupons on the two for one deal at a low price.
PEAS Extra Standard No. 4 Sieve Tender Sweet Peas. A Real Value—No. 2 Tins 5 Cans 65c	TOMATOES Standard Pack With Puree—No. 2 Tins 5 Cans 49c	A. & L. BRAND OYSTERS In 5 oz. Tins 35c

THRIFT COFFEE

Our Own High Grade Blend in Bulk. Nothing Finer at any Price. Roasted Fresh in Portland and Ground Fresh to Your Order

1 lb. 45c 3 lbs. \$1.33

MR. EGG PRODUCER: Bring Your Eggs to the Thrift Store—Highest Market Prices Paid at All Times.

YOU WILL FIND THE FRUIT AND VEGETABLES YOU WANT HERE